

3.0 OVERVIEW - THE ORIGINS OF THE CAMO DESIGN SYSTEM

The digital camo concept is drawn from the camouflage fabric worn by U.S. Army Soldiers.

Rather than faithfully reproducing the actual fabric, which might cause communications to be recessive given the camouflage function of the original pattern, the shapes used on Army Strong communications materials are instead inspired by camouflage fabric. This enables them to be developed into iconic holding devices that remind us of camouflage fabric rather than faithfully reproducing it.

ORIGINAL FABRIC



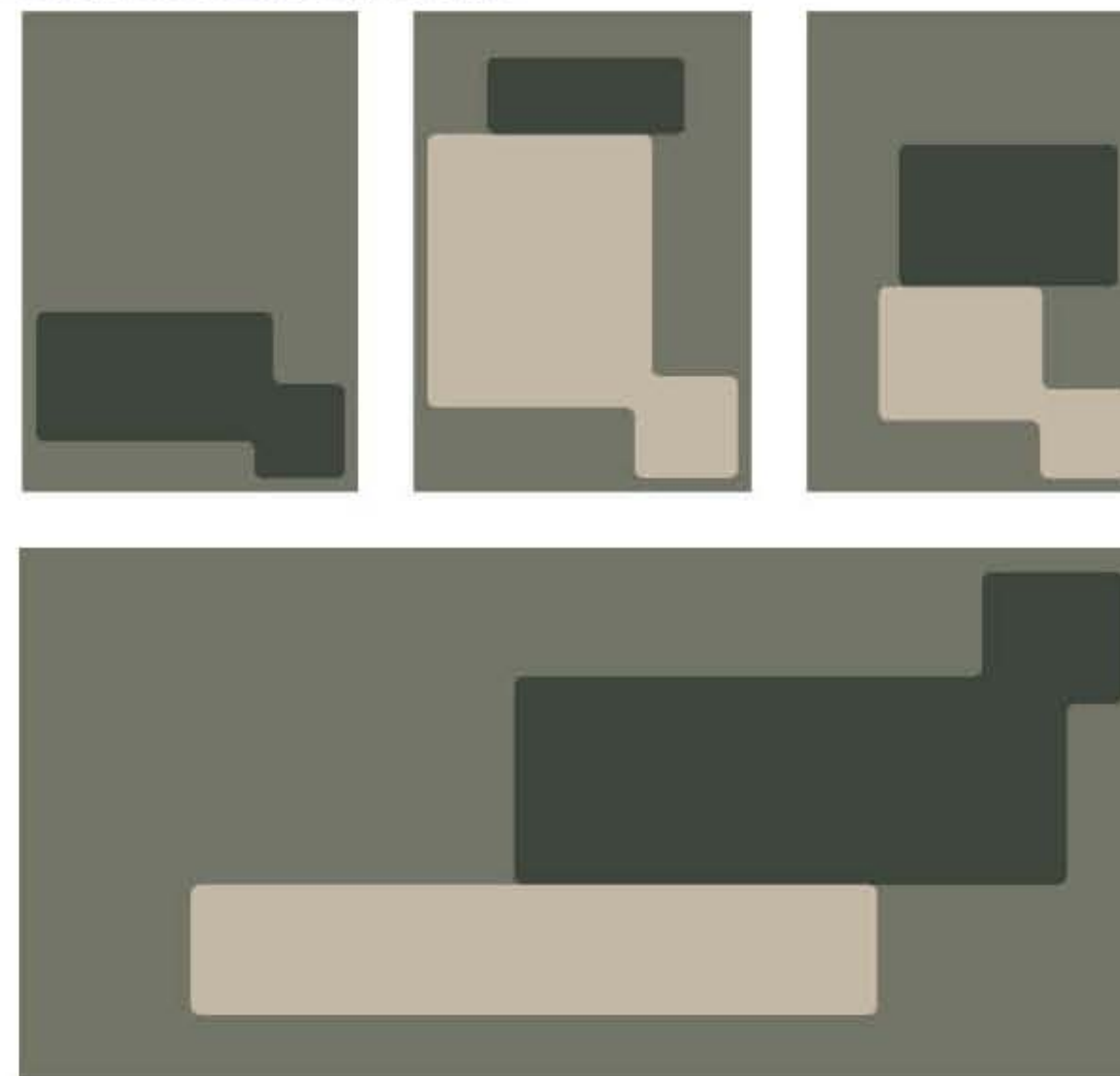
ORIGINAL FABRIC



GRAPHIC REPRESENTATION



NEW SYSTEM FOLLOWING ORIGINAL FABRIC

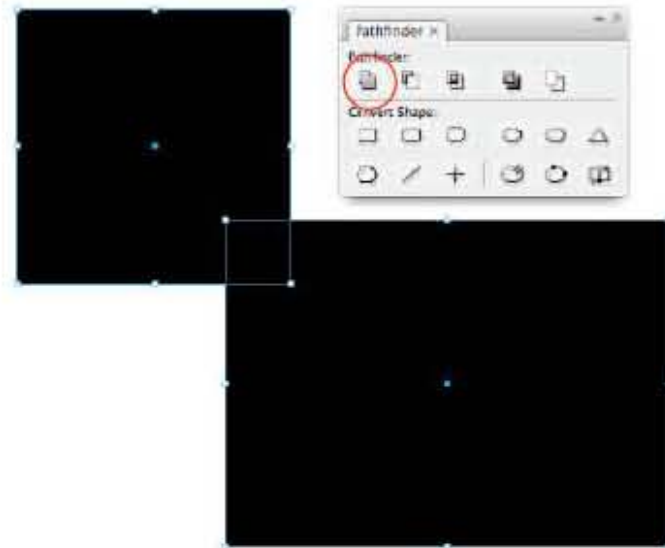


U.S. ARMY
ARMY STRONG

6.6 HOW TO CREATE DIGITAL CAMO IN ADOBE INDESIGN

STEP 1

Draw two separate, overlaying boxes. Using the pathfinder menu, join the shapes together.



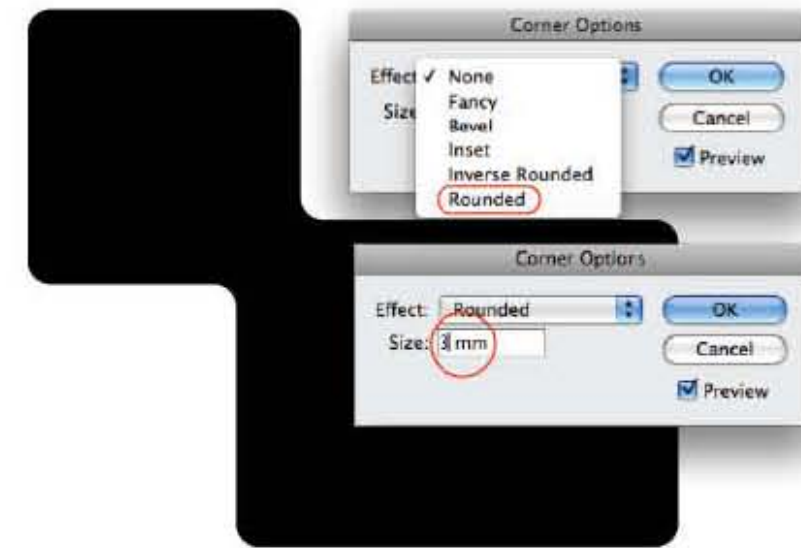
STEP 2

Under the 'Object' menu select Corner Options.



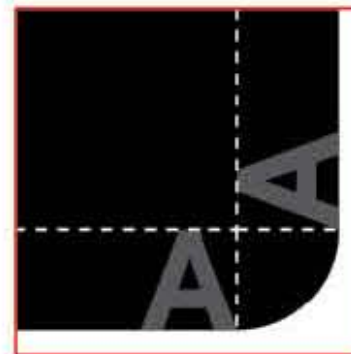
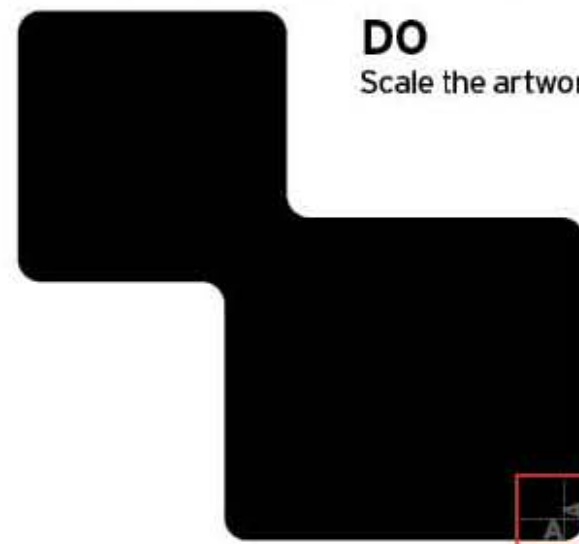
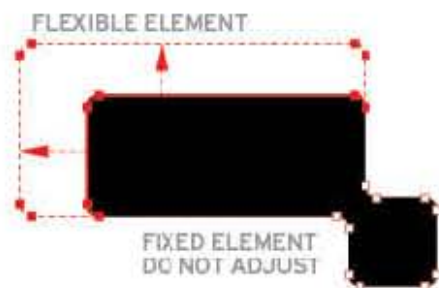
STEP 3

In the Corner Options window select Rounded from the drop down menu. In the Size field input 3 mm and click ok.



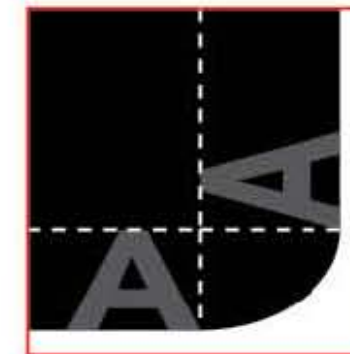
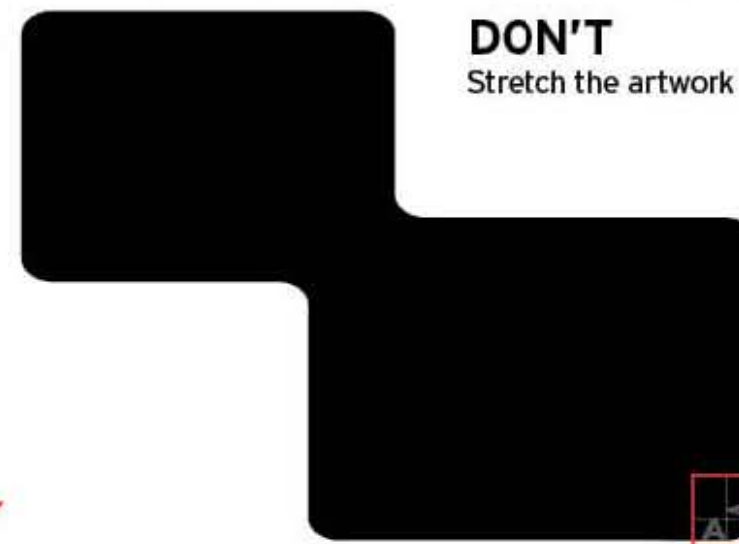
DO

Scale the artwork in proportion



DON'T

Stretch the artwork



ARMY STRONG

7.2 COLOR - FOR WEB

When designing for digital applications such as web sites please use the color values opposite.

In addition to the color palette for the logo & type and camo design system colors, there is also the need for tints of the camo colors for use within digital applications.

Please note, there are no tints of the Army black and Army yellow, these should only ever be used at 100%.

WEB COLOR PALETTE - LOGO & TYPE

ARMY BLACK

R 0
G 0
B 0

HEX
#000000

ARMY GOLD

R 255
G 213
B 48

HEX
#ffd530

WHITE

R 0
G 0
B 0

HEX
#ffffff

CAMO DESIGN SYSTEM WEB COLOR PALETTE

DARK CAMO

R 87
G 88
B 79

HEX
#333c33

TINT
80%

TINT
60%

TINT
40%

TINT
20%

MEDIUM CAMO

R 130
G 120
B 111

HEX
#727365

TINT
80%

TINT
60%

TINT
40%

TINT
20%

LIGHT CAMO

R 191
G 184
B 166

HEX
#bfb8ab

TINT
80%

TINT
60%

TINT
40%

TINT
20%



U.S. ARMY
ARMY STRONG®

4.1 OUR TOOLKIT

HOW TO APPLY THE NEW SYSTEM

Our toolkit is based around the five main elements:

1. Logo
2. Digital camo shape
3. Colors
4. Typography
5. Photography

The following pages will show you how to use the new system effectively.



5.1 OUR LOGO

The logo for the Army Strong campaign consists of the two-part U.S. Army patch, and the Army Strong word mark.

The logo is applied to all communication materials.

The full color version of the logo should be used whenever possible. This is supplied as a CMYK file. There are two versions of the full color version:

1. Full color - Light backgrounds
2. Full color - Dark backgrounds

For some applications, such as newsprint, only black and white printing is available. There are two gray scale versions available:

1. Gray scale - Light backgrounds
2. Gray scale - Dark backgrounds

The 'ARMY STRONG' word mark should always be locked up with the U.S. Army patch.
Do not separate the word mark from the patch.

PLEASE NOTE: There is a vector version of the Army Strong logo for digital use ONLY.

VECTOR VERSION
(FOR DIGITAL USE ONLY)



U.S. ARMY
PATCH

ARMY STRONG
WORDMARK



PRIMARY LOGO
NEGATIVE



PRIMARY LOGO
POSITIVE



MINIMUM SIZE - PRINT



MINIMUM SIZE - DIGITAL



GRAYSCALE LOGO
NEGATIVE



GRAYSCALE LOGO
POSITIVE



5.2 OUR LOGO - DON'TS

The Army Strong logo must always be reproduced consistently and accurately to maintain the integrity and strength of the Army Strong brand.

The following examples illustrate how the Army Strong logo should not be reproduced.



DO NOT SEPARATE THE ELEMENTS



DO NOT STRETCH THE LOGO



DO NOT REPROPORTION THE LOGO



DO NOT OUTLINE ELEMENTS OF THE LOGO



DO NOT RE-COLOUR THE TAGLINE



DO NOT USE DIFFERENT TYPEFACES FOR THE ARMY STRONG TAGLINE



DO NOT PLACE ON ANY OTHER COLORED BACKGROUNDS OTHER



DO NOT PLACE THE LOGO DIRECTLY ONTO PHOTOGRAPHIC BACKGROUNDS



DO NOT ROTATE THE LOGO

5.3 OUR LOGO - REGISTRATION MARK

REGISTRATION MARK LOCKED UP WITH U.S. ARMY PATCH:

This should be in Army Gold when on a dark background and black when on a light background. This is for legibility reasons, as the Army Gold does NOT stand out well on a white background.

REGISTRATION MARK LOCKED UP WITH WORD MARK:

The current use of the Army Gold registration mark visually jars with the word mark and should therefore always follow the color way of the word mark - Black on a light background and White on a dark background.



OLD LOGO ON DARK BACKGROUND



RECOMMENDATION ON
DARK BACKGROUND

Gold ® White ®



RECOMMENDATION ON
WHITE BACKGROUND

Black ® Black ®

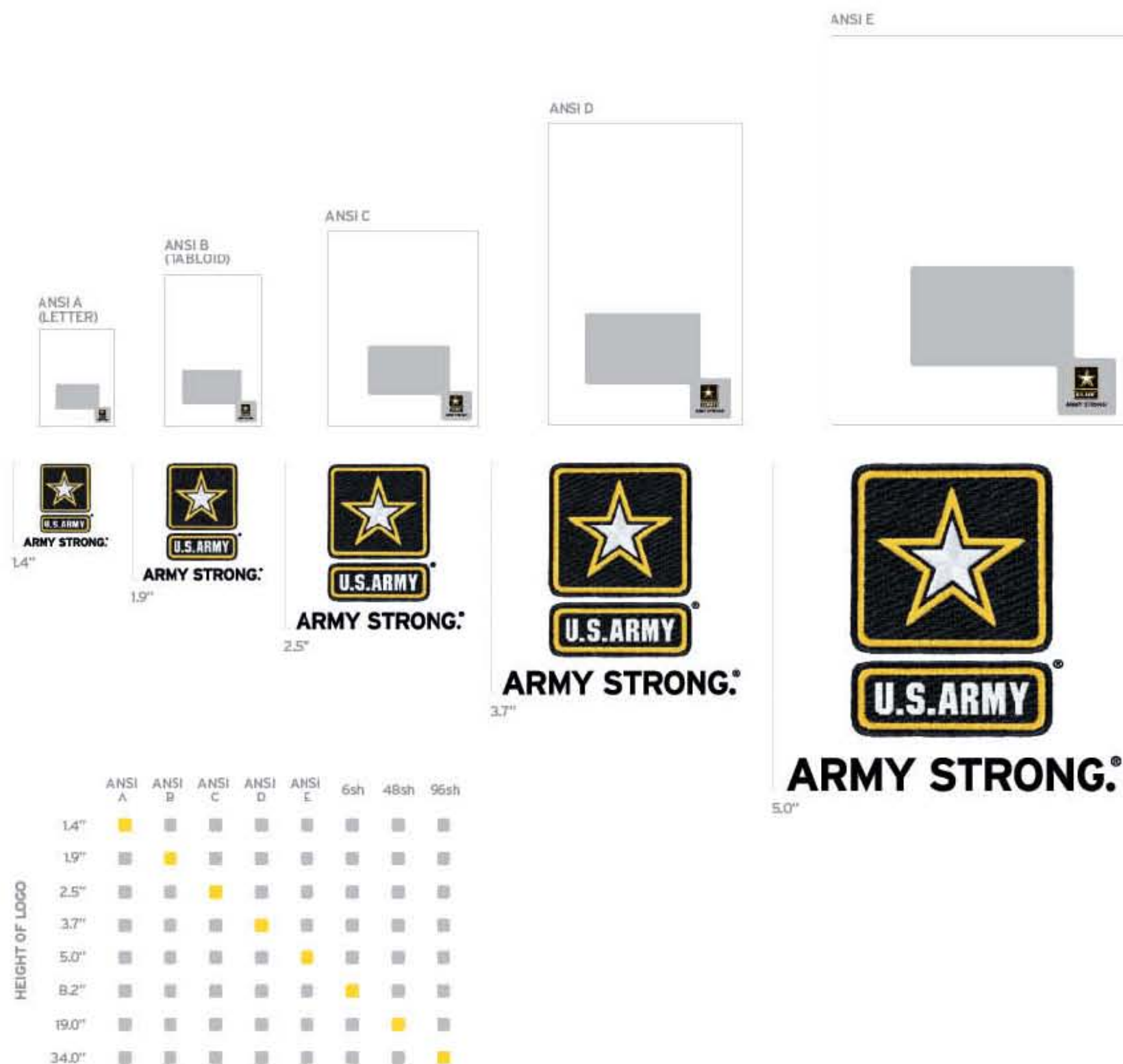
5.4 LOGO SIZES

The Army Strong logo needs consistent impact and legibility. To enable this, it's important to use the logo at the right size relative to the area on which it appears.

For printed applications, use the guideline given to determine the right logo size. If the logo size you require is not provided divide the diagonal (corner to corner) measurement of the application by 11 and use that to determine the logo height.

Please note: the size of the ® on logo sizes below and including 1.4" is adjusted for legibility by 160%.

For digital applications, please refer to section X of this document.



5.5 CLEAR SPACE

The Army Strong logo is strong and dynamic. It follows that it should be used clearly, confidently and consistently on all applications.

When using the Army Strong logo always maintain a clear space around it to allow it to sit on applications uncluttered by other graphic elements.

The clear space for the Army Strong logo is measured on all four sides by the height of the word 'ARMY' in 'ARMY STRONG' x 2. This clear space defines the dimensions of the camo shape that holds the logo relative to the logo itself.

In addition to the logo clear space, any copy that appears within the camo shapes should also be clearly and consistently displayed.

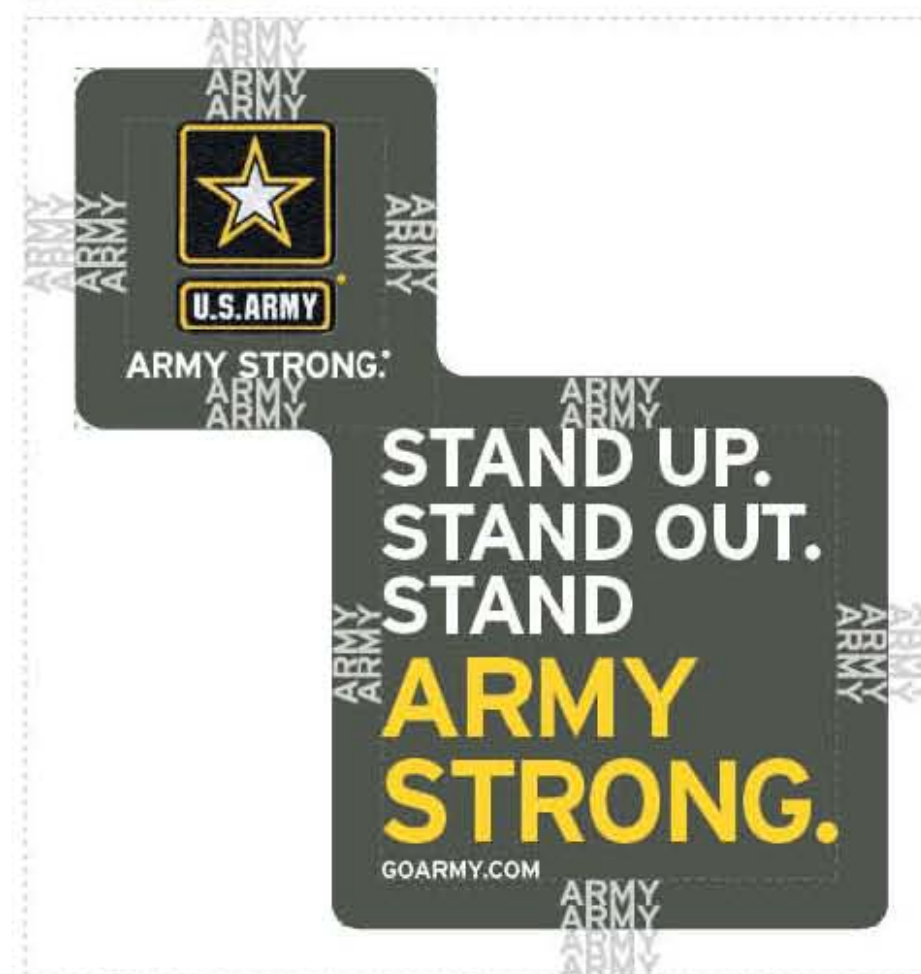
All copy should follow the same principles as the logo, using the height of the word 'ARMY' x 2 to define margins.

There should also be a clear space of the word 'ARMY' x 2 between the digital camo and the edge of the page.

CLEAR SPACE



WITHIN CAMO SHAPE

PAGE
EDGE

EXAMPLE



5.6 CLEAR SPACE - INCORRECT USE

The examples shown illustrate how easy it is to destroy the Army Strong look and feel if these specifications are not followed.



TOO MUCH CLEAR SPACE



TOO LITTLE CLEAR SPACE

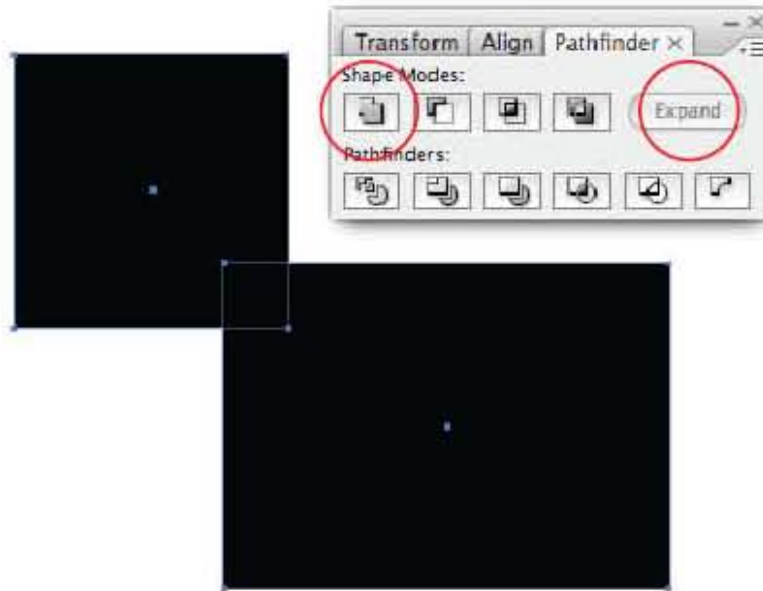


ELEMENTS NOT CENTERED

6.5 HOW TO CREATE DIGITAL CAMO IN ADOBE ILLUSTRATOR

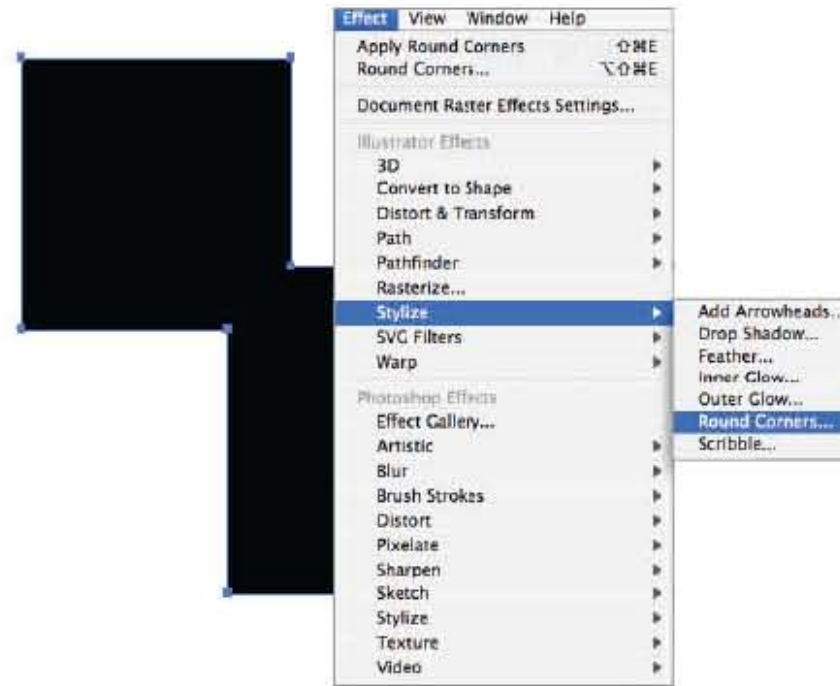
STEP 1

Draw two separate, overlaying boxes. Using the pathfinder menu, join the shapes together and expand.



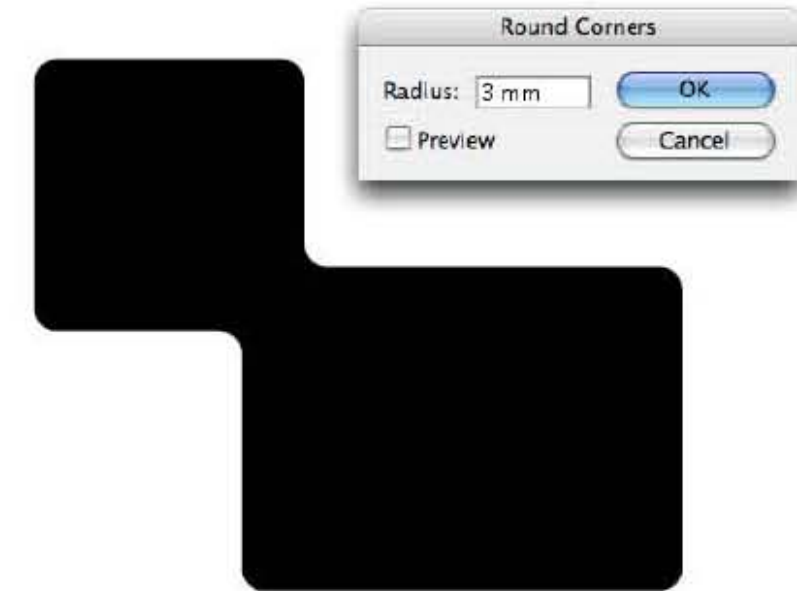
STEP 2

Under the 'effect' menu select Stylize > Round corners.

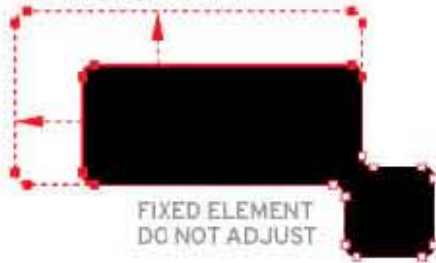


STEP 3

Input the relevant corner radius, specific to application size and format.

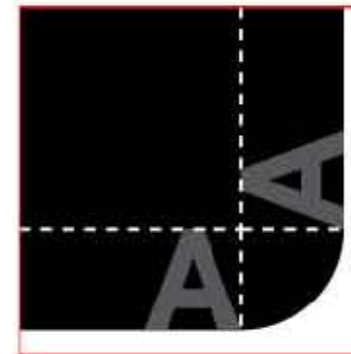
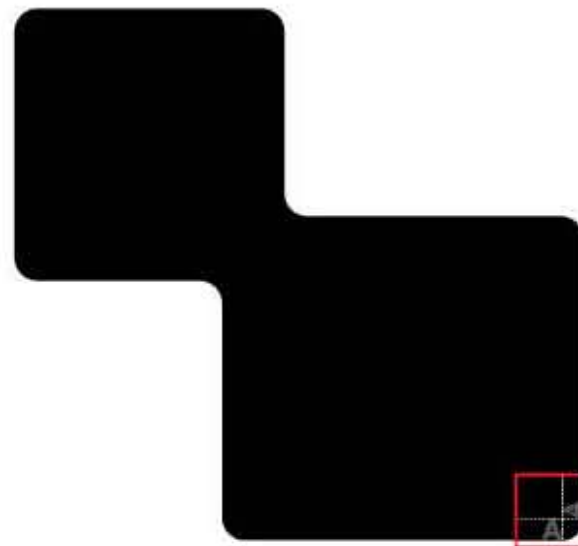


FLEXIBLE ELEMENT



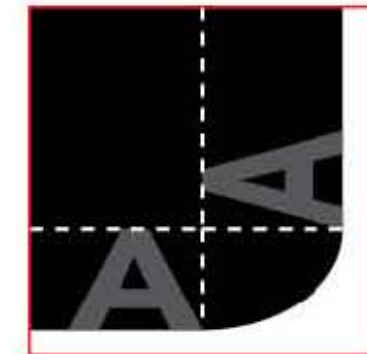
DO

Scale the artwork in proportion



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Stretch the artwork



ARMY STRONG®